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Promotion Opportunities

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Report Highlights:

This report contains information about five food-related shows that will take place in Spain during 2003.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
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Executive Summary

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I. Trade Shows**GOURMET FOOD SHOW**

Salon Internacional del Club del Gourmet
April 21 - 24, 2003
Madrid, Spain

The Gourmet Food Show's 27th annual edition will take place April 21-24, 2003. The Show, which covers a specialized area of the food market distribution system, is attended by many people working in the catering, hotel and restaurant sectors.

The Gourmet Food Show offers a good cross-section of the quality food manufactured in Spain and in many other European countries. In parallel with the show, there are several chefs' competitions, as well as seminars highlighting the quality of featured products; these are addressed to all ages, including children.

The 2002 edition included 762 exhibitors and about 43,000 visitors.

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"CONXEMAR 2003"

September 31 - October 2, 2003

Vigo (Pontevedra), Spain

CONXEMAR is a frozen products show held annually in Spain, featuring mainly seafood but also including other value-added products. Vigo, in the northwest of Spain, is the main port for frozen seafood product imports.

The firms exhibiting include producers, importers, exporters and distributors of frozen and precooked seafood and food products in general. The show is organized by the Spanish association of wholesalers, importers and exporters of seafood products.

Conxemar is open only to professional visitors; about 16,500 attended this show in 2002.

The Office of Agricultural Affairs will organize a U.S. pavilion at Conxemar 2003. U.S. seafood exporters participating in Conxemar 2003 will have an excellent opportunity to meet with the key players of the Spanish and other European countries seafood business. Most of the U.S. participants in earlier editions of this show have been pleased with the quality of the show's visitors and with the resulting sales.

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FOOD WEEK (Semana de la Alimentacion - SAL)

October 15 - 18, 2003

Madrid, Spain

The 2003 show will be the fifth edition of Food Week, which brings together many representatives of companies in the Spanish food distribution and processing industries.

The Spanish food processing industry is the fifth largest in the European Union (EU). Domestically, it is the principal industrial group, generating 20 percent of the value of Spain's total industrial output. Total production by the food processing industry in 2001 was valued at 56.2 billion euros, an increase of 2 percent over the previous year. In 2001, total exports of processed food products were 8.52 billion euros, while imports were only 8.16 billion Euros.

The increasing number of Spaniards who travel abroad bring back new tastes, thus increasing the demand for new products and for ethnic foods and restaurants. The millions of foreign tourists who flood into the country each year also want some familiar food and beverages. Food product demand is also changing due to the growing immigrant population.

Food Week provides an excellent opportunity for U.S. food producers and exporters to meet with the

two main food distribution sectors.

The 2001 edition of Madrid Food Week included 351 exhibitors and about 30,000 professional visitors.

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Hotel, Restaurant, Catering and Equipment Week

(Semana de la Hosteleria y el Equipamiento - HOREQ)

October 17 - 20, 2003

Madrid, Spain

This show is celebrated almost in parallel with the Food Week. The hotel and food service sector represents 26 percent of Spain's overall food distribution and 75 percent of beverages distribution. This sector continues experiencing growth in Spain as consumers look for new products as well as better service and more modern equipment.

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BIOCULTURA 2003

May 2-5, 2003 - Barcelona

October 30 - November 2, 2003 - Madrid

BIOCULTURA is an organic products show that is staged twice annually: in Barcelona in May and in Madrid in November.

The show is organized by Asociacion Vida Sana, an association created in 1974 to develop and promote organic agriculture in Spain. Since 1983, this association has collaborated with the Ministry of Agriculture in the regulation and standardization of organic products. It also organizes courses to promote organic agriculture. In 1985, the association organized the first BIOCULTURA show in Madrid and extended it to Barcelona in 1993.

BIOCULTURA 2003 will be held in Barcelona from May 2-5 and in Madrid, October 30- November 2.

The Madrid show attracts over 500 exhibitors and around 140,000 visitors (of which 30 percent are professionals). The show in Barcelona has some 450 exhibitors and 75,000 visitors (20 percent professionals).

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